

PLANTS VS. ZOMBIES™

CREATING A MONSTER HIT

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Vice President, PopCap Asia/Pacific



What is Plants vs. Zombies?



PopCap's Fastest Selling Game

- More than 1,500,000 copies sold so far
 - More than 15M+ downloads for
- Available on PC, Mac, iPhone, iPad, Xbox
 - Over \$1M from iPhone AppStore in 1st week
 - #1 title on iPhone in China; top 10 on iPad



Plants vs. Zombies Popularity



China Game Developers Conference 2010

中国游戏开发者大会





The top “casual” game in

-
- Top 20 Downloadable Games
Downloadable Game of the Year
[Machinima.com](#)
Top 10 Games
Best Downloadable Game
[Awards](#)
Best Games of 2009, Best
Best Strategy Game of the Year
(2009)
Finalist, PC Game of the Year
[Awards \(2009\)](#)
Finalist, Downloadable Game
[Video Game Awards](#)
Editor's Choice
Maximum Kick
Editor's Choice
Editor's Choice
Editor's Choice
Editor's Choice
Elite Award

A Global Award-Winning Phenomenon

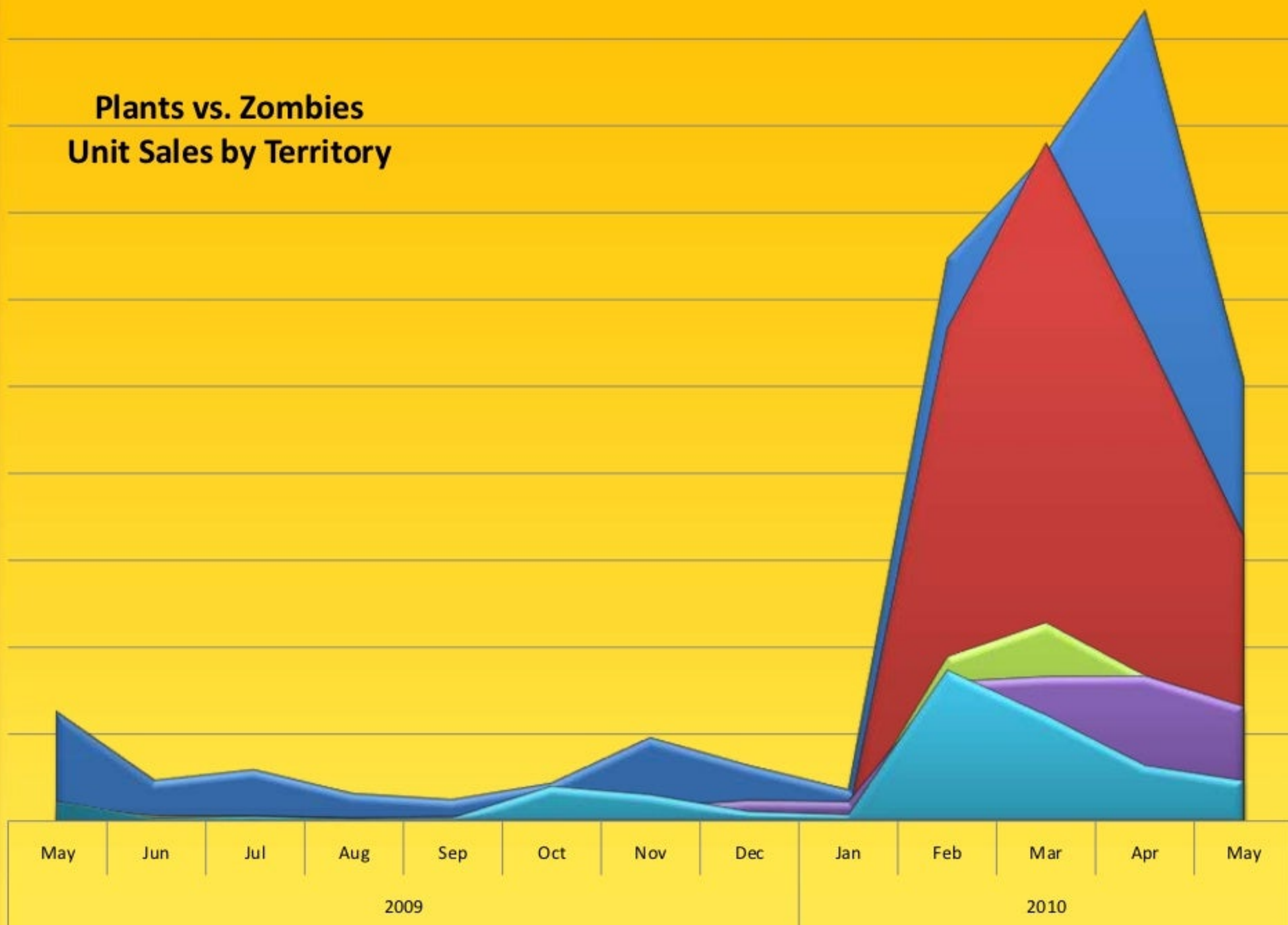




第三届中国游戏开发者大会
China Game Developers Conference 2010

Australia Greater China Singapore Philippines Japan

Plants vs. Zombies Unit Sales by Territory



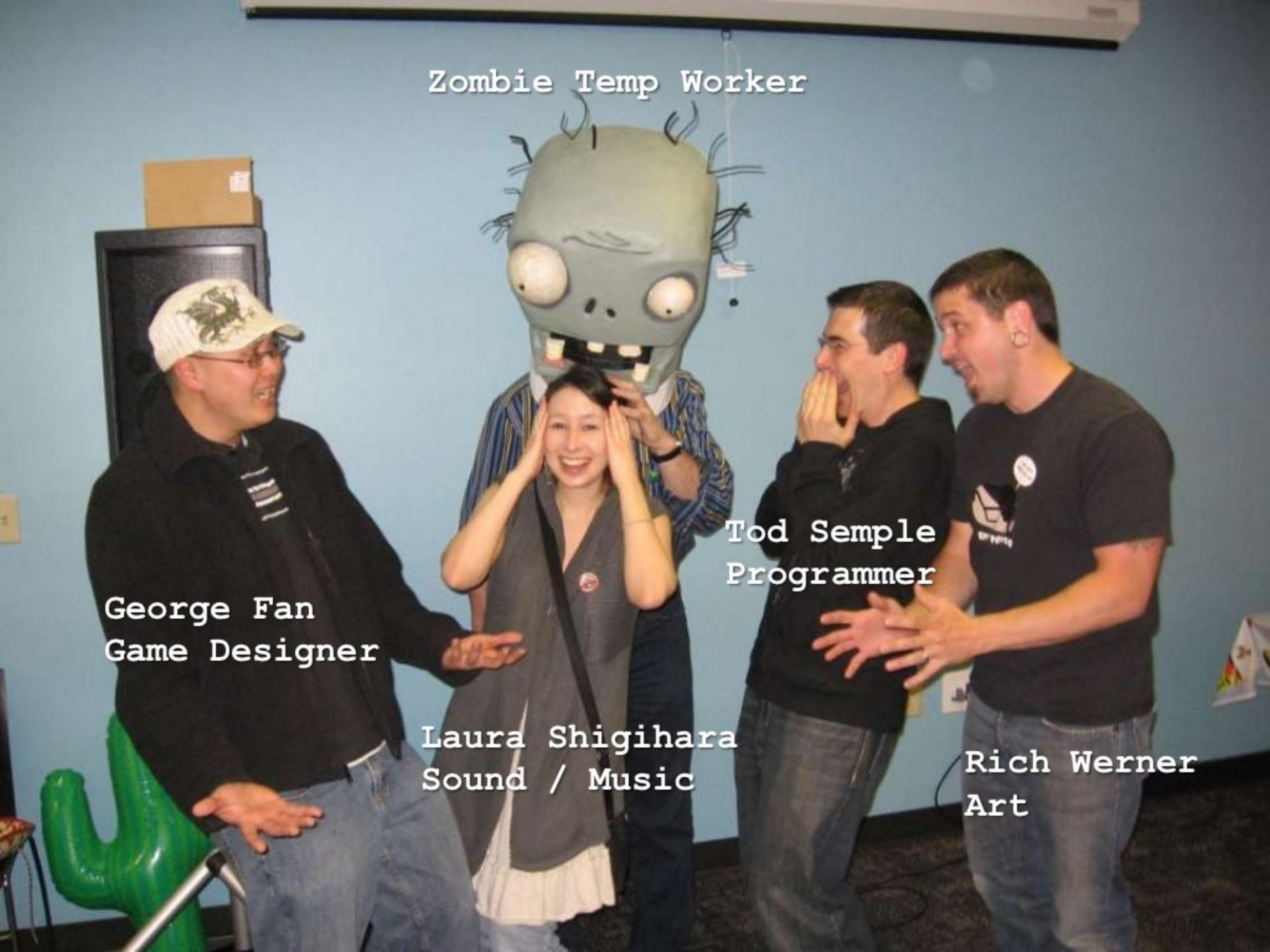
Zombie Temp Worker

George Fan
Game Designer

Laura Shighihara
Sound / Music

Tod Semple
Programmer

Rich Werner
Art





1. Be inspired by other games, but innovate too.

Quests

Menü (F10)

Verbündete

Log (F12)



4238



0



0

Keine Kosten

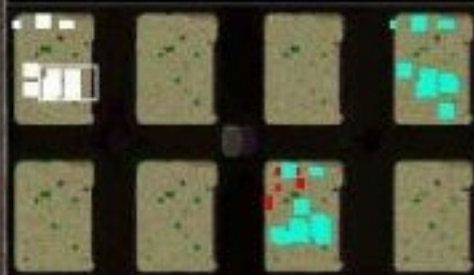
Level 36 in:

00:00:04

Level 35

Urinfarlaub	53
Pflaumi	44
boon[Gl]b	21
Schooled / Quit	0
Schooled / Quit	0
Schooled	0
Quit	0

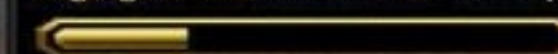
You've just received 1 lumber.
You can use it to summon an Elemental to gain its power.



Wiederholungs-Sicht:

Pflaumi

Vergangene Zeit: 00:28:42 auf 1X Tempo



☒ Nebel des Krieges ☐ Autom. Kamera



Time: 16

Level: 13

Lives: 5

Gold: 35

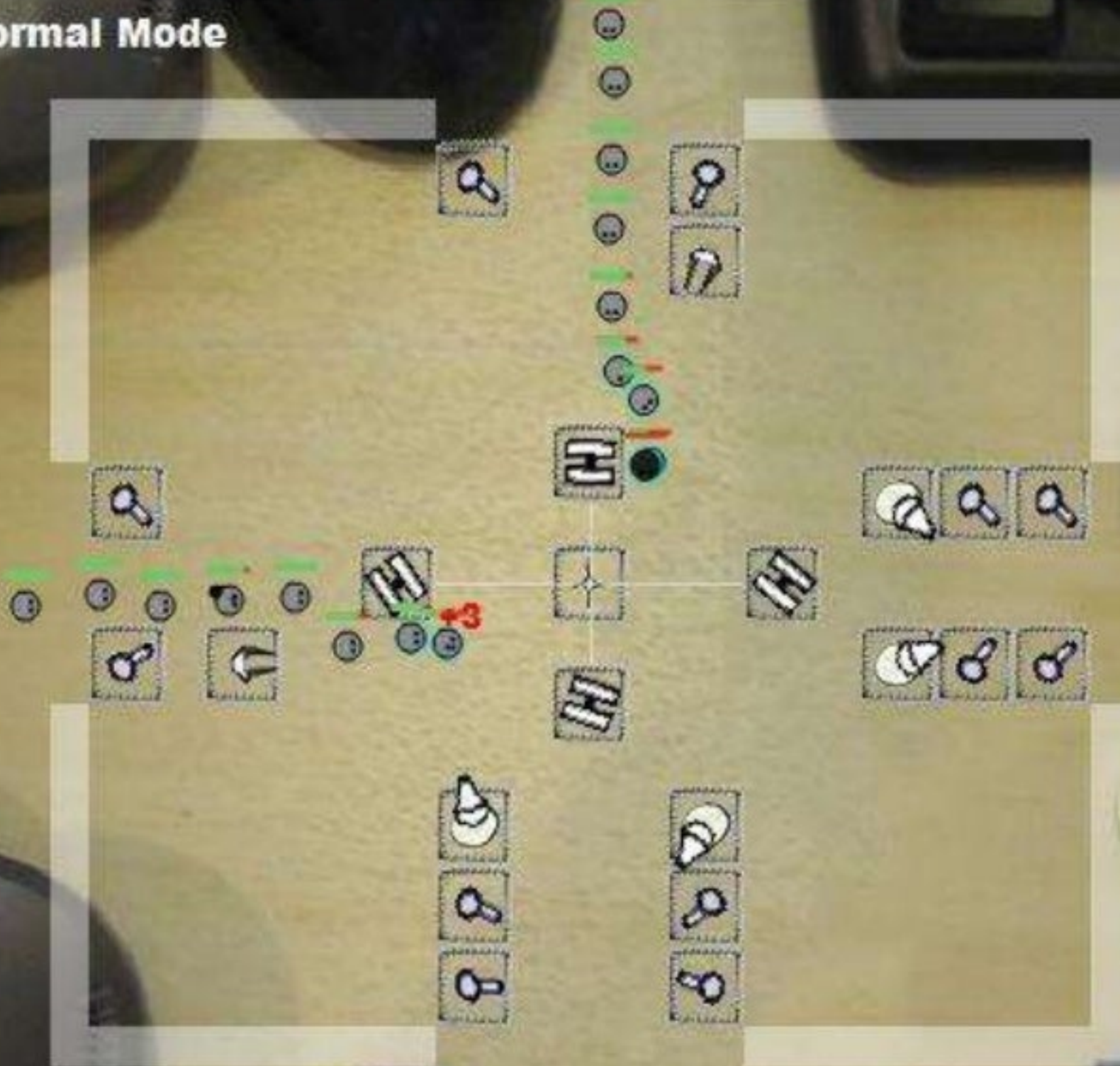
Score: 305

PAUSE

RESET

Normal Mode

Send next level



12 13 14 15 16 17 18 19 20

NO GRID

MUTE



第三届中国游戏开发者大会
China Game Developers Conference 2010





Swiss Family Robinson

(aka “Castaways vs. Pirates”)



















\$100



x 3
\$400



\$1000



lv6
\$1000



\$5000

Money: 2600



Game interface header with a row of seven circular icons and a menu bar on the right.

Icon	Price
Yellow fish	\$100
Empty shell	MRH
Number 5	\$300
Green flask	\$250
Blue alien	\$750
Empty shell	
Empty shell	

Menu: MENU
Score: \$ 1120



ADD / REMOVE PETS



PRESTO

Change PRESTO into
any of your other pets
by right-clicking on him.

RETURN TO TANK



Suburban Almanac - Plants

 100	 50	 150	 50	 25	 175	 150	 200
 0	 25	 75	 75	 75	 25	 75	 125
 25	 50	 325	 25	 125	 100	 175	 125
 0	 25	 125	 100	 125	 125	 125	 100
 100	 25	 100	 75	 50	 100	 50	 300
 250	 150						



JALAPENO

Jalapenos destroy an entire lane of zombies.

Damage: massive

Range: all zombies in a lane

Usage: single use, instant

"NNNNNGGGGGG!!!!!!!" Jalapeno says. He's not going to explode, not this time. But soon. Oh, so soon. It's close. He knows it, he can feel it, his whole life's been leading up to this moment.

Cost: 125

Recharge: very slow

2. Prototype your ideas.

“Play early, play often....”



100



200



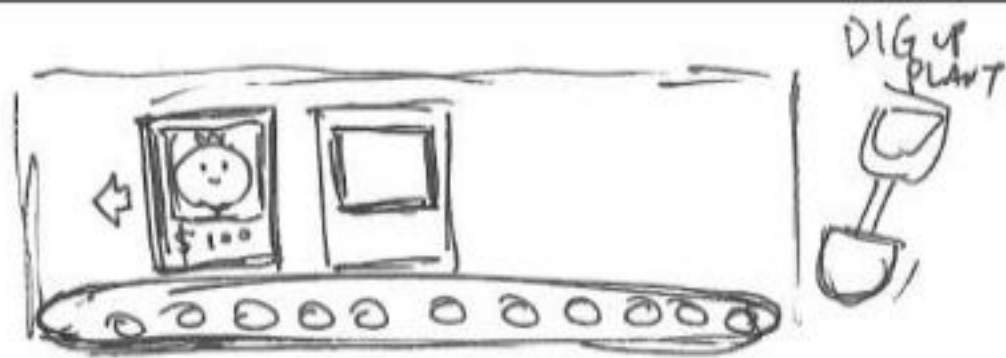
300

150

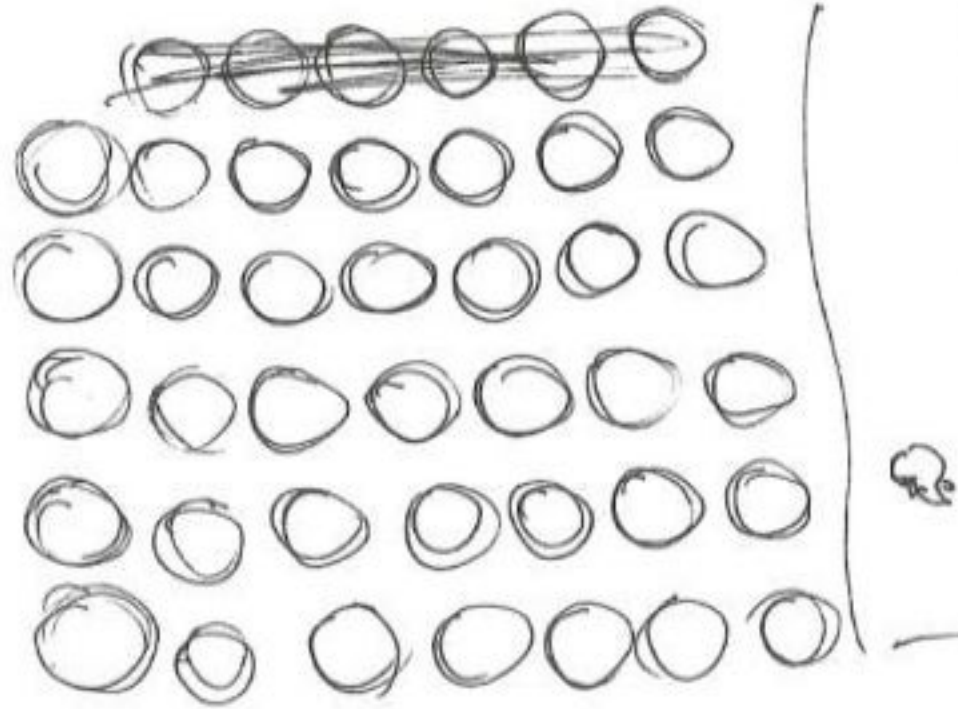




3. Add fun, remove
frustration.



PUSHES OFF EDGE WHEN FULL
 shows which alien we
 can't start out as?



- no fossing...
 - too annoying

aliens only attack
 roses with plants in them

2 players: send aliens down,

ooo only left side
 is revealed.

weeds!

mana -

~~flowers~~ projectile

blockers (slowers/entrapers)

big seeds

big blockers

waterers ↑ ↓

2x1

1x2



alien

bomb/trap

1
 x
 2 trap

power enhancers

↑
 ↓

anti-flyer

burst o' money

fertilizer maker
 eat seed-packets

Alien reminder:

Alien types

Jumpy aliens

normal

flying

fire (use water)

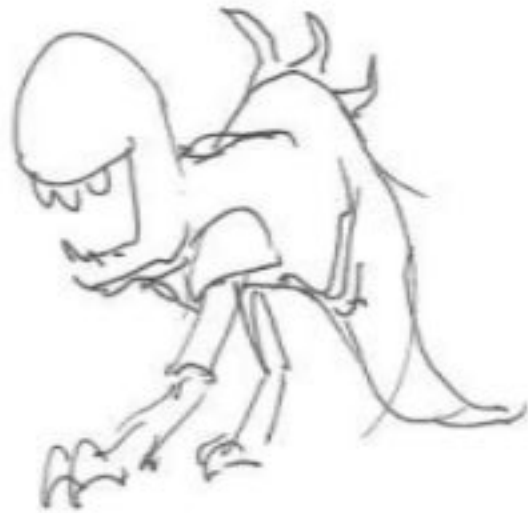
double jumper

HARVEST SUN = MANA
 SUN DRIZZLES DOWN



SUN
 FLOWER





SPICE



DROVE



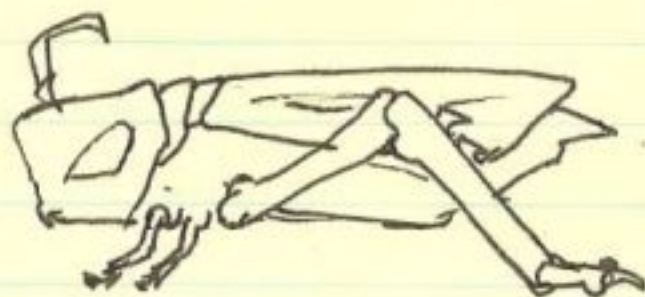
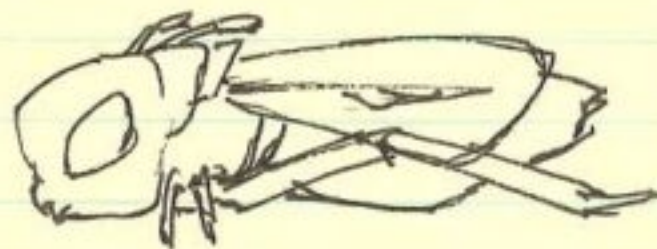
NOLE



PSYCH-SQUID



BAR-BAT



5628

Spells



1



4



1



Plantasia

March, 2006

Chapter 2-1

CREATE

6000

Pause





Garden Dreams
March, 2006

Flower Shop

December, 2006



Alice Greenfingers

June, 2007



Menu

\$ 100

\$ 100

\$ 100

\$ 200

\$ 200

\$ 200

\$ 04972

Garden Defense
November, 2007

WAVE
4/30

Speed





4. Don't be afraid to be creative.

5. Don't worry about the name*.

* too much

plants vs. zombies

VERSION 1.0

LOAD



LAWN OF THE DEAD

JUL 13 2007 BUILD

LOADING

WHEN THERE'S NO MORE ROOM IN HELL,
THE DEAD WILL WALK THE EARTH.

DAWN_{OF THE} DEAD

NOW PLAYING
WWW.DAWNofTHEDEADMOVIE.NET





PLANTS VS. ZOMBIES!

EARTH DAY (APRIL 22 2008) BUILD

[CLICK HERE TO PLAY!](#)

ZOM-BOTANY



BLOOM & DOOM



LOADING...



- Lawn of the Dead
- Sod of the Dead
- Backyard of Darkness
- 28 Shrubs Later
- Suburban Housewives in Zombie Town
- Suburban House of the Dead
- Corpseflower 3-D
- Re-Mowerator
- Culdesac of the Living Dead
- Lawnbie Genocide
- Lawnbie Holocaust
- Lawnbie Nightmare
- Lawnbie Town
- Yard of the Dead
- Get off My Lawn
- Lawn Zombies
- Suburbiundead
- Dachschild of the Dead?
- Suburb of the Living Dead
- Zomburb
- Zomburbia
- Tract Home of the Living Dead
- Zombies vs Plants
- Plants vs Zombies
- Zombie Garden
- Torture Garden
- Gruesome Garden
- Rest in Peas
- Peas Stop the Zombies!
- Dead Lawn
- Miracle Zombie
- Weedz :) (no idea just like it)
- DeadThumb (you know instead of a green thumb)
- Piece Corpse
- The Limb Reaper
- Field of Screams
- Undead Lawn
- Lawn Zombies
- DeadWeed
- Undead Landscaping
- Landscape of the Dead
- Dead Man Mowing
- Plants vs Zombies
- Suburban Nightmare
- Zombies Ate my Garden
- Dead Men Don't Grow
- Flower Garden vs The Unholy Zombie Apocolypse
- Plantocolypse
- Zombiegeddon
- Graveyard Garden
- Grave-Yard
- Land-E-scape
- Grave and Garden
- Horticulture of Horror
- Horticultural Horror
- Seeds of the Undead
- Seizure Salad
- Green Fingers
- Better Graves and Gardens
- Fright Fight
- Day of the Daffodil
- Morticulture
- Zombie Lawnmower!
- Plot Rot
- Six Feet Poolside
- Jesus Lives!
- Undead and Property Taxes
- Trading Corpses
- Weed Eaters
- The Body Thatchers
- The Bury Patch
- Zombie Leafeaters!
- Suburban Zombie
- Undead Garden
- Zombie Suburb Attack
- Attack of the Suburban G
- Rotting Green Thumbs
- GAZEBO OF THE DAMNED
- Can I Borrow a Cup of Brains?
- White Picket Crosses
- Cherry Dead Tomatoes
- Mortem Stuart Dying
- Keeping Alive With the Joneses
- Hey That's Not Organic!
- Keep off the Grass! [Or die!]
- Mr. Toad's Wild Lawn
- Gravetending
- Shamblefest
- Night of the Shambling Dead
- March of the Zombies
- When Zombies Attack (part 3)
- Zombie Siege
- Gangrene Thumb
- Lawnarchy
- Lawnacy
- Lawnslaughter
- Mowtilation
- Loony Lawn
- WackoWeeds
- MowzombEEK!
- Weed&Feed
- Mowghouls
- Luny Lawnatics
- Mowtown Mowdown
- Lawnfellows
- LawnAmok
- Zombie Rose
- BoneYard
- ZombieThumb
- Pray For Sun
- I will eat your garden
- Plant Eaterz
- The Attack of the Tomato Killers
- Z is for Zombie
- Sod Andy
- When Zombies Attack!
- Dial Z for Zombie
- Hey you zombies, get off my lawn!
- A Crop Eclipse Now
- Photosynthesize or Die
- Bloom or Doom: A game of gardens and ghouls
- VooDoo Quince
- Petraeus' Plant Simulator
- Sowing the Seeds of Shove
- Plow and Death
- Plot in Hell
- Fertilizer Frenzy
- Post-Humus Gardening
- Plant or Perish
- Garden Ghouls
- Ghouls in the Grass
- Plantz
- Zombies (kinda wierd, I know. also kinda taken)
- Zombie Zap
- Gang Green Thumb (repeat with different spelling)
- Green Thumb Ghouls
- The Vegetarian Dead: "Beeaaaannnnssss"
- Zombies ate my beans!
- Creepy Ghouls and Gardening ToolsAttack of the Vegan Zombies!
- Flowerbed Dead
- Beanstalkers

PLANTS VS ZOMBIES





3. Add fun, remove frustration.





CHOOSE YOUR SEEDS!

									
30%	30%	40%	40%	40%	30%	30%	30%	30%	40%

		
100 ☀	100 ☀	200 ☀

(CLEAR)

LET'S ROCK!

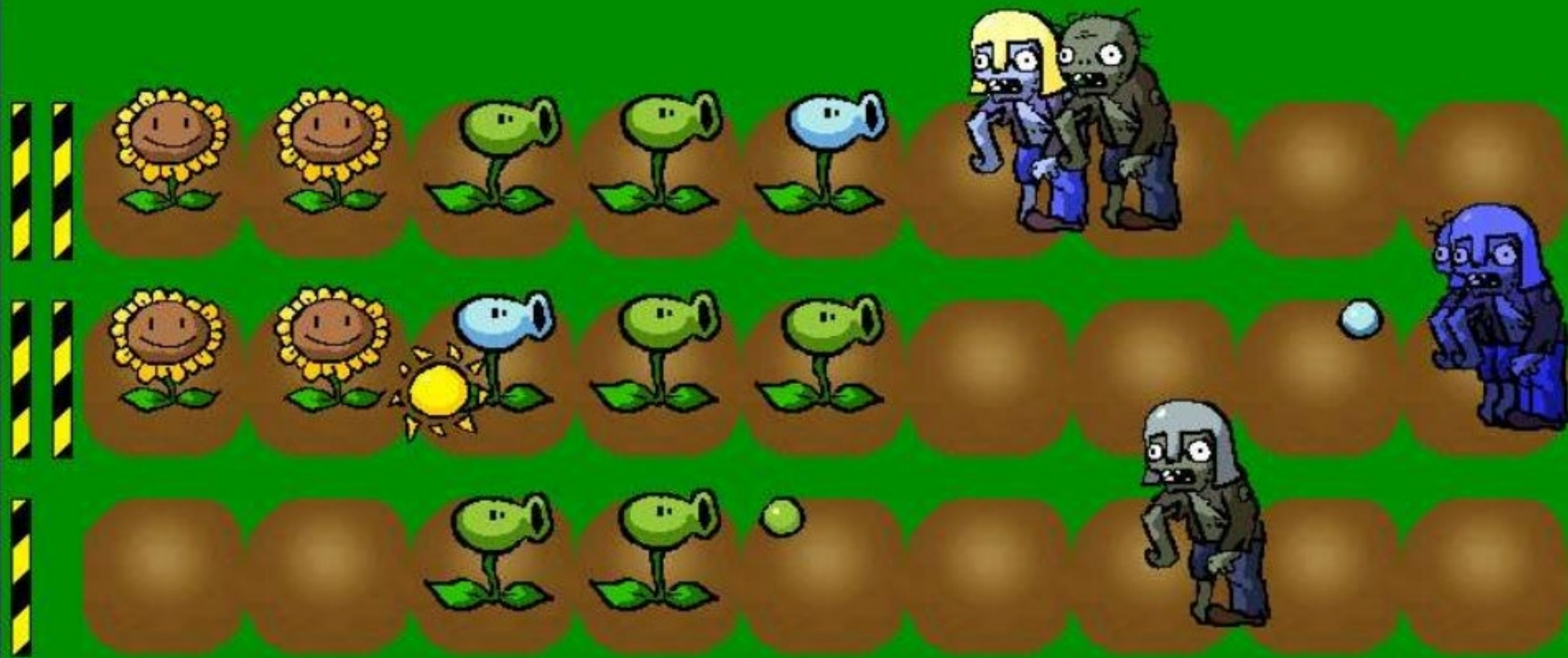
(RANDOM)



75

LEVEL 3

MENU



WAVE 10 OF 15



400 ☀

LEVEL 4

MENU



WAVE 9 OF 20

Choosing the Artist

Artist #1



Artist #2



Artist #3



Artist #4
(Rich Warner)



Original Concept
(George Fan)



Rich Warner #2




Rich Warner #3



“Art challenges technology, technology inspires the art”

John Lasseter



P  X A R

“Yeah it’s been really great to work at PopCap where I can run with my own ideas. When I worked at Lucas Arts, I did the character animation system for Star Wars Force Unleashed. I used a lot of 3D animation techniques in my “Reanimation” system for PvZ. The first character we did was the Peashooter and I like how we were able to have his head animate independently from his body so that he can shoot from any position. I’m really happy with how the animations are smooth without any pops.

“Each person on a game gets to add their own personal touch. George of course put in many things like his signature character design and addictive game play. Rich’s art style really brought the character to life. And the thing that I’m most proud of adding was the silky smooth animation system.”

-- Tod Semple

6. Share creative ownership
with the team.

7. Test early, test often.
Encourage feedback!

Project Burrito 0.84 - [Games\Plants vs. Zombies\Deluxe]

FileEditProjectsViewToolsHelp

Games\Plants vs. Zombies\

Item Name	Assigned To	Deadline	Last User	Last Change
the zombies won			tod	03/16/09
• the TAGLINE			ben	03/13/09
• Credits Movie			john	03/09/09
Typos in LawnStrings.txt			stephen	02/24/09
• Readme			stephen	02/14/09
• monitor change crash			srankin	02/22/09
• T SHIRT design ideas thread.			john	10/17/09
Latest Build Comments			miker	05/03/09
• Concern with the Zomboni and that fuzzy grey legal a...	nlemaster		nlemaster	02/25/09
• Possible concern about the thorn impact graphic (ca...			astein	11/07/08
• I think the zombies were out late last night			tod	10/29/08
• Whoever sent the remote control zombies...			thowland	10/22/08
• Moustache Mode			shawn	09/26/09
Survival crash			josh	09/16/08
Grave bug			andy	10/02/08
The Zombies have cheated... I mean, won.			srankin	09/20/08
• CrazyDave spottings..			chad	07/29/08

• Latest Build Comments

Do lady zombies even exist? ;-)

gelliott

04/04/09

I can't remember if I've mentioned this in here before, but I mentioned it to a couple of peeps here in the office and they said I should post it.

It'd be cool if Wall Nut First Aid would also allow you to repair Spike Rocks in the same manner.

gelliott

03/25/09

One more suggestion... would it be possible to have the seed bar "pop over" the attacking zombies when your mouse is hovering over it?

In one game I had a large horde (6-8) of Gigas advancing along the top row and it completely blocked the seed bar, making it very difficult to choose seeds to plant.

gelliott

03/25/09

Finally got overrun at 41 flags.

I think I like the current difficulty of Endless, but do think it could use a little smoothing. My experience with Gigas at level 10 before even seeing regular Gargantuans was probably just a fluke of randomization, but I think it would be best if that fluke could be eliminated.

Other than that, Endless seems pretty good to me now. Most people probably aren't going to play through 40 flags in one sitting (can you say Carpal Tunnel?), but that does seem like a pretty good length for a successful game.

I didn't experience Larry's sudden ramp-up in difficulty during the low 20s, but I did notice one in the late 30s. Until that point there was a "safe" period during the early part of the odd numbered flags when you could frantically rebuild, but at some point in the late 30s that safe time vanished and the Zombonis/Basketpults/Gargantuans started showing up right away. That seemed rather abrupt... it would be nice to have those "early" super zombies show up in smaller waves that ramp up instead of abruptly all at once.

thowland

03/25/09

That's a good idea.

andy

03/25/09

It should be a \$3 add on to the game.

tenglish

03/25/09

The tree of life (or knowledge I can never remeber the name) seems incredibly broken to me. It suffers from the chicken an egg issue. It takes so much money to buy the tree and grow it that by the time you have the money to do so you already know all the knowledge that it is giving you. I think it would make way more sense for crazy dave to give it to you within the first couple of levels and just have it automatically grow as the game progresses (maybe your fertilizing its?soil with the dead zombies in your yard).

gelliott

Made it to level 40 and experienced something strange... but nice. It's the 2nd or 3rd time I've seen it, so it just might be deliberate. My defenses are slowly collapsing now so the end

New Item

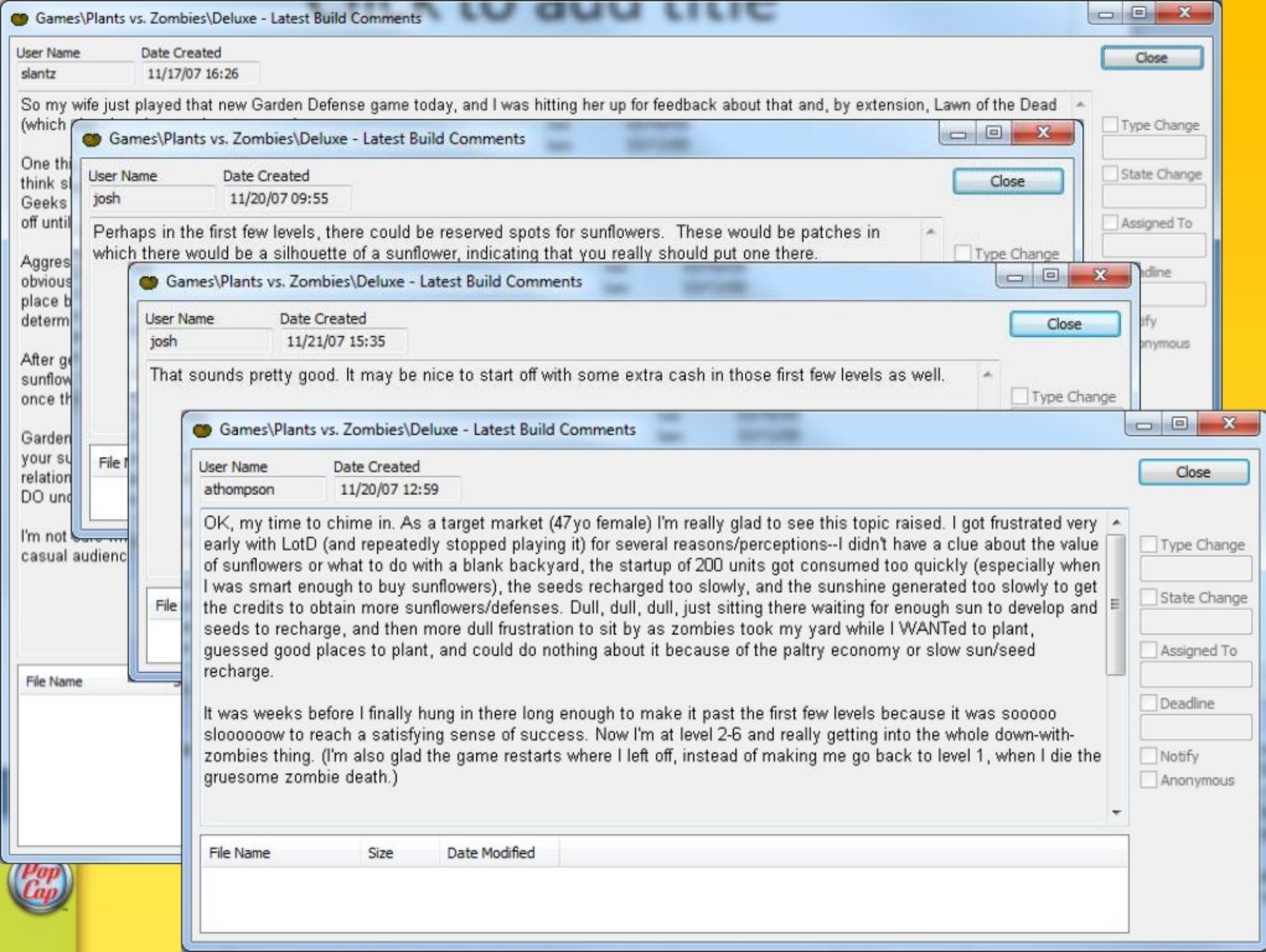
Comment

Custom View

Default

Ready

Connected to burrito



Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name
slantz

Date Created
11/17/07 16:26

Close

So my wife just played that new Garden Defense game today, and I was hitting her up for feedback about that and, by extension, Lawn of the Dead (which

One th
think s
Geeks
off until

Aggres
obvious
place b
determ

After ge
sunflow
once th

Garden
your su
relation
DO und

I'm not
casual audienc

File Name



Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name
josh

Date Created
11/20/07 09:55

Close

Perhaps in the first few levels, there could be reserved spots for sunflowers. These would be patches in which there would be a silhouette of a sunflower, indicating that you really should put one there.

Type Change

Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name
josh

Date Created
11/21/07 15:35

Close

That sounds pretty good. It may be nice to start off with some extra cash in those first few levels as well.

Type Change

Garden
your su
relation
DO und

I'm not
casual audienc

File Name



Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name
athompson

Date Created
11/20/07 12:59

Close

OK, my time to chime in. As a target market (47yo female) I'm really glad to see this topic raised. I got frustrated very early with LotD (and repeatedly stopped playing it) for several reasons/perceptions--I didn't have a clue about the value of sunflowers or what to do with a blank backyard, the startup of 200 units got consumed too quickly (especially when I was smart enough to buy sunflowers), the seeds recharged too slowly, and the sunshine generated too slowly to get the credits to obtain more sunflowers/defenses. Dull, dull, dull, just sitting there waiting for enough sun to develop and seeds to recharge, and then more dull frustration to sit by as zombies took my yard while I WANTED to plant, guessed good places to plant, and could do nothing about it because of the paltry economy or slow sun/seed recharge.

It was weeks before I finally hung in there long enough to make it past the first few levels because it was soooooo slooooooow to reach a satisfying sense of success. Now I'm at level 2-6 and really getting into the whole down-with-zombies thing. (I'm also glad the game restarts where I left off, instead of making me go back to level 1, when I die the gruesome zombie death.)

File Name
Size
Date Modified

Type Change

State Change

Assigned To

Deadline

Notify

Anonymous

 100 	 100 
--	--

200 

MENU

LEVEL 1-2



 100 	 100 	 50 	 150 
--	--	---	--



MENU
LEVEL 1-4




LEVEL PROGRESS

Menu



25



100



50



LEVEL 1-2

8. Prevent players from making bad choices.

Ideally solve for new players without impacting experienced players; don't rely on instructions.



200



MENU

LEVEL 1-5



 100	 100	 50	 150	 50
--	--	--	--	---



50

MENU

LEVEL 1-5

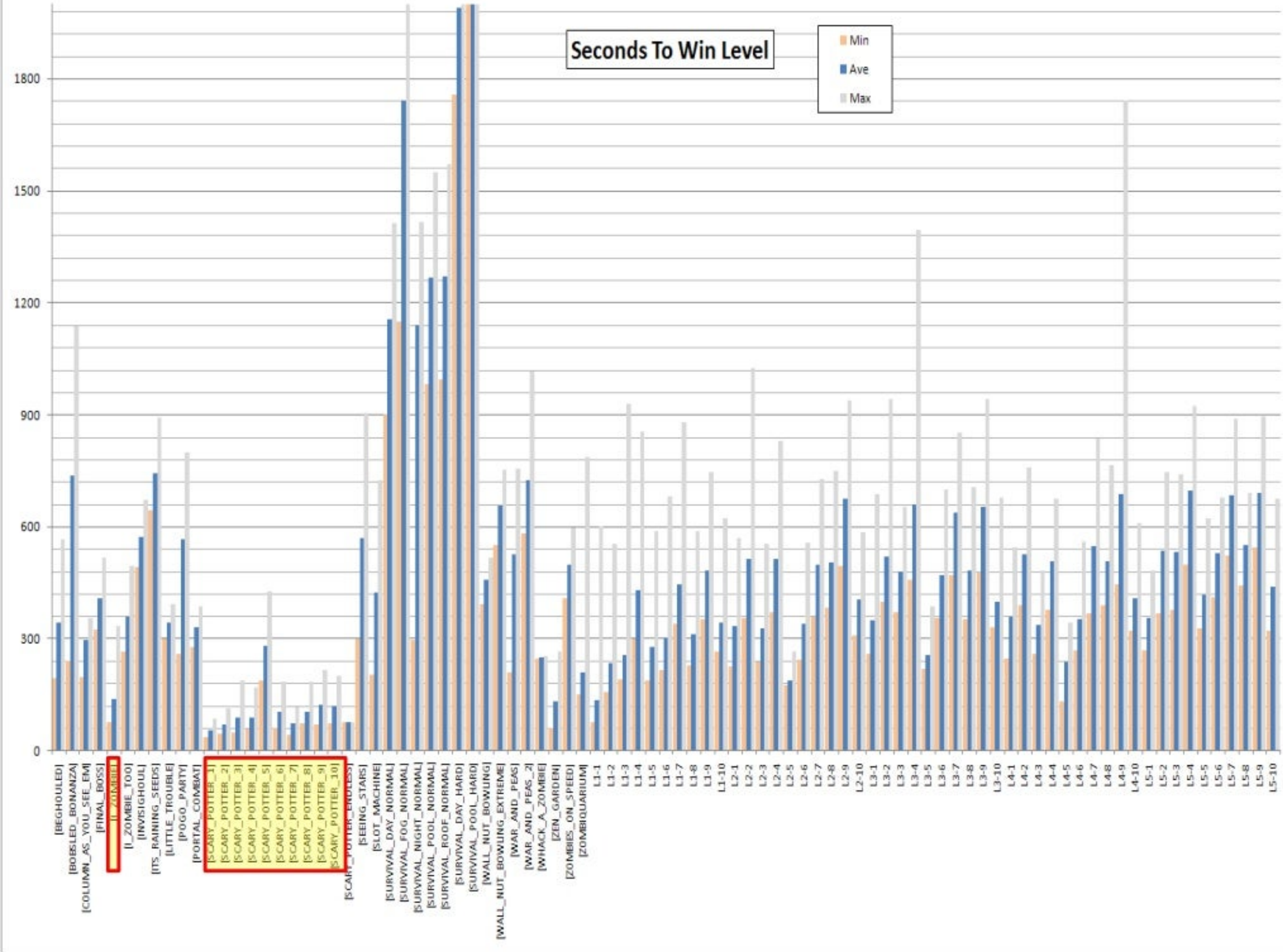




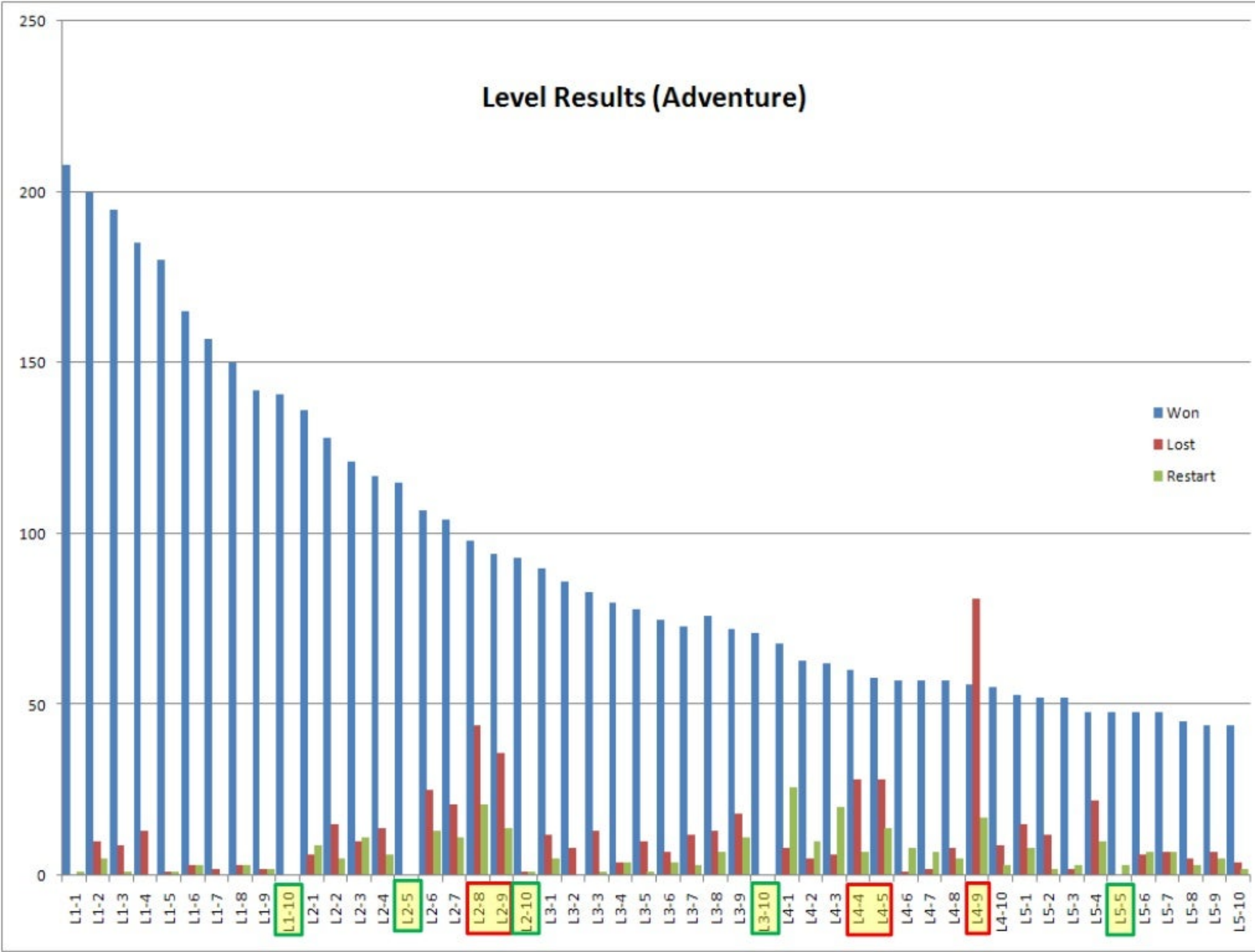
9. Measure....

Seconds To Win Level

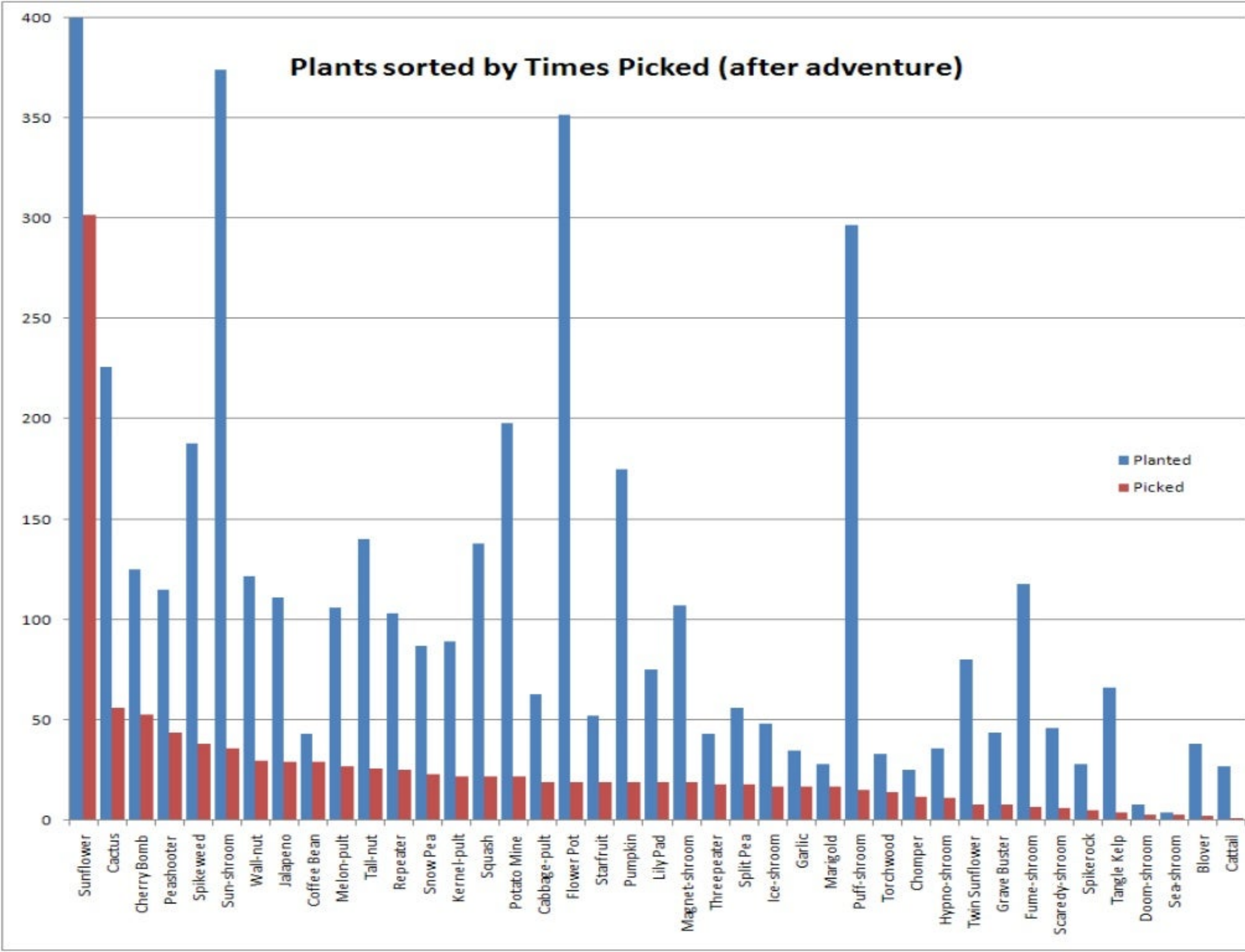
Min
Ave
Max



Level Results (Adventure)




Plants sorted by Times Picked (after adventure)





10. Have fun!!!!!!

 Games\Plants vs. Zombies\Deluxe - Latest Build

User Name

george

Date Created

04/01/08 23:53

Notify Users

anthony; ben; bill; brian; cha

Close

Yes! A new build is finally here!

Inspired by the popularity of the Zombie Bobsled Team, we've added a whole new Ice Area to the game! This build showcases this new area, and we think you'll find these ice levels some of the most strategic & exhilarating levels ever! So without further ado, we're proud to bring you:

A Whole New Area! Ice Levels!!

- 8 whole new levels of nonstop action!
- Face down tons of new zombies in a whole new zone!
- Can you handle the zombie-yetis?!
- New ambient ice effects!

☐ Type Change

☐ State Change

☐ Assigned To

☐ Deadline

☒ Notify

☐ Anonymous

File Name	Size	Date Modified
WinLawnSetup.exe	22011 KB	04/01/08 13:06


50


100


150


75


200


200


200



Menu



- Woah. I love the abominable snow zombies. Those are awesome. Best build yet!
- On the level with the yeti zombies, is there any way to unfreeze your sunflowers after they get snowballed? I tried fireballs but to no avail.
- Whoa, Santa Zombies!
- I still don't understand what I'm supposed to do about the polar bears or why they are even in this game.
- Dude. They drop the pies you need to feed the Yetis to quell their rage. You know- when they scream "TUNDRAAAAAAA!" It'll make sense eventually. Keep playing.

SUBURBAN ALMANAC - ZOMBIES



ZOMBIE YETI

A rare and curious creature.

Toughness: **high**

Special: **runs away after a short while**

Little is known about the Zombie Yeti other than his name, birth date, social security number, educational history, past work experience and sandwich preference (roast beef and Swiss).

Summary

1. Be inspired by other games, but innovate too.
2. Prototype your ideas.
3. Add fun, remove frustration.
4. Don't be afraid to be creative.
5. Don't worry about the name.
6. Share creative ownership with the team.
7. Test early, test often. Encourage feedback.
8. Prevent players from making bad choices.
9. Measure.
10. Have fun!!

About PopCap Shanghai

- Set up in 2008
- 75+ Employees
- Working on new online & social games
“In Asia, for Asia”





The End

There's a zombie on your lawn